

SECTION C

DESCRIPTION/SPECIFICATION/WORK STATEMENT

1. BACKGROUND

The Harpers Ferry Center, Audiovisual Arts, a unit of the National Park Service located in Harpers Ferry, West Virginia, provides audiovisual planning, production, and equipment installation and maintenance services to currently 385 units of the National Park Service. These services may also be supplied to other Bureaus of the Department and other Agencies of the Government. For further information about the Harpers Ferry Center, refer to the following web site: www.hfc.nps.gov.

Products and services under this contract include, but are not limited to, Multimedia Planning and Production With Installation Services as follows:

- Planning, design, development and production of multimedia programs and web sites.
- Planning, installation and maintenance of audiovisual systems and hardware at National Park Service locations.

The venues for audiovisual and multimedia programs include, but are not limited to, the following:

- Video projection in visitor center theaters.
- Videos (with and without audio) incorporated into exhibits, mini-theaters within exhibitions, and object theaters.
- Computer simulations and animations incorporated into audiovisual programs and exhibits.
- Audio programs associated with indoor and outdoor (wayside) exhibits.
- Soundscapes in exhibit settings, immersive environments, and historically furnished vignettes.
- Mobile audio for self-guided tours of landscapes, trails, and historic structures.
- Mobile audio featuring descriptions of interpretive media and park resources for visitors with visual impairments.
- Audiovisual programs depicting and interpreting park resources to provide programmatic access for wheelchair users and visitors with mobility impairments.

- Audiovisual and computer interactive programs featured in kiosks and computer workstations located in visitor center lobbies and exhibit areas.
- Audiovisual and computer interactive programs on web sites.
- Audiovisual and computer interactive programs for educational outreach in schools, community centers, and other public venues.

Production and delivery formats include film (16mm and 35mm), videotape (Betacam SP, Digital Betacam, HDcam, D5-HD and DVC pro), DVD, CD-Audio, CD-ROM and special venue formats. Audio can be mono, stereo, 3 channel, 5.1 channel and may require additional tracks for foreign languages and the visually or hearing impaired. The majority of programs required under this contract are interpretive, orientation or educational programs for use at a park's visitor center to educate and inspire audiences about the unique natural and cultural heritage of the site. There may be occasional need for instructional programs, public service announcements (radio and TV spots), audio stations, video news releases or other types of audiovisual programs.

The contract period will be for one year with the option of extending the contract for four additional one-year periods. The estimated volume of work for each category is set forth in Section B of this contract.

2. **PURPOSE**

The purpose of this contract is to meet the multimedia and web site production needs of the Department of the Interior, National Park Service and occasionally other agencies of the Government, by providing ready access to the skills, products, and services necessary to produce and deliver high quality programs. Work may include any phase or portion of multimedia production.

All work performed under this contract will be directed by the issuance of Task Orders in accordance with procedures outlined in Section G. In no event will the Government be responsible for any work performed by the Contractor that is not undertaken pursuant to a Task Order authorized by the Contracting Officer.

3. **DEFINITIONS**

Applicable definitions common to all Categories of Services follows:

A. **DAY**

The word “day,” as referred to herein, shall be considered to consist of a standard ten-hour working day, including travel.

B. **PROFESSIONAL**

The word “professional” as referred to herein shall be considered to mean any individual whose primary source of income is derived from work done in his or her proposed position.

4. **GENERAL REQUIREMENTS**

A. **PARK RESOURCES AND OPERATIONS**

Because of the special nature of our parks, Contractors are expected to exercise the highest degree of sensitivity to the resources and to minimize interference with visitors, wildlife, and park operations. All Contractors are expected to comply with all rules and regulations and to acquire appropriate permits as needed.

B. **CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE**

An individual will be designated in each Task Order as the authorized Contracting Officer's Technical Representative (COTR). See Section G of the contract for all requirements pertaining to COTR.

C. **TRAVEL**

The Contractor will be expected to perform travel under this contract to locations, mainly within the United States and its territories, which will be specified by each Task Order. Some travel to international locations may also be required. See Section G of the contract for all requirements pertaining to Travel.

D. **RIGHTS IN DATA AND RELEASES**

The Government will require unlimited rights for all data first produced in the performance of this contract. However, in the case of audiovisual and multimedia productions, stock footage, stills, library music, and other existing works will be required to be cleared only for one-time, non-exclusive, unrestricted use in the productions. Rights for talent will be handled on a case-by-case basis and specified in each Task Order. See Section G of the contract for all requirements pertaining to Rights in Data – Special Works.

The Contractor shall deliver signed releases and license agreements for all stock footage, talent, stills, library music, and other existing works used under this contract. All performance, release or copyright fees shall be paid by the Contractor and attributed to a specific Task Order.

Parks and agencies may elect to produce the program for sale to the general public through the visitor center bookstore run by the park's friends association or other nonprofit group. If the program is proposed for sale, this will be set forth in the Task Order and these additional rights and licenses must be obtained. In other cases, the Government may require full rights for public broadcast. This will also be set forth in the Task Order. Any rights or licenses required beyond one-time, non-exclusive use for work not first produced in the production will be set forth in the Task Order and must be taken into account by the Contractor in pricing the project. A sample Release Form is provided as Attachment C to this contract. Unless otherwise specified, this release form shall be used for all clearances.

The Contractor retains no rights to pre-production elements gathered or generated in any production or the entire production produced under this contract. All signed releases shall be provided on or before the final delivery date cited in the Task Order. Failure to provide all required signed releases or agreements in a timely manner will result in the withholding of final payment and may be considered to constitute Default as set forth in the clause at FAR 52.229-8.

5. **SCOPE OF WORK FOR MULTIMEDIA PLANNING AND PRODUCTION
WITH INSTALLATION SERVICES**

These specifications are meant to incorporate all phases of Multimedia Planning and Production including, but not limited to: interactive program concept design and production; computer graphic design; 2D and 3D compositing and animation; virtual reality design, development, and production; web site planning, design and production; and planning, design and production of interactive programs with equipment, including the specifications for installation and maintenance of equipment, and/or commercial off-the-shelf multi-media devices or products. It also includes all equipment, materials, travel, and personnel required to complete the specific Task Order.

A. **MULTIMEDIA PLANNING**

(1) **PRE-PRODUCTION PLANNING AND RESEARCH**

The Contractor shall attend pre-production meeting(s) at a location(s) set forth in the Task Order. The purposes of such meetings are to become familiar with locations and the subject matter, to meet with Government staff and subject matter specialists, and to research materials at appropriate libraries, archives, and repositories. Meetings may be conducted by use of telephone conferencing as set forth in the Task Order.

The Contractor may be required to prepare a memo documenting principal decisions and agreements reached as they relate to Multimedia Planning and Production schedules and budgets. The Contractor may also be required to coordinate with other Government personnel and or Government Contractors regarding the design, installation and operation of equipment necessary for the presentation of Multimedia Programs. Key meetings and meeting schedules will be specifically identified in each Task Order; however, the Contractor is expected to be available for important or unscheduled meetings as may be required to facilitate the production.

(2) **CONCEPTUAL DESIGN AND STORYBOARDING**

The Contractor shall develop a conceptual design and graphic representation (flow chart) outlining the structure and content of each /program. It shall include a general narrative description of the program or web site describing the general creative approach to be used in developing the content, graphic elements, titles, fonts, help screens, credits, animation (2D or 3D) user interface, virtual reality, navigational devices and behavior including time-outs, attract screens and closing sequences, and operating platform of the program. The use of music, narration, and special effects shall also be described.

(3) **AUTHORING SYSTEM AND PRODUCTION PROCESS**

The Contractor shall provide a description of the process utilized in developing all aspects of the program, including but not limited to, the digitization and touch up of still and moving images; the creation of art, graphic, animation, or virtual reality elements; the capture, digitization, and editing of still and moving images; and the capture, editing, and mixing of music and sound effects.

All system hardware and software proposed for the development of the program shall be readily available commercially and fully supported on the open market.

Software (authoring language) used to develop the program shall be readily available, off-the-shelf. No proprietary code, in the sense that it may only be used by the Contractor, is allowable. The source code, in any language required to augment the authoring language, will become the property of the Government. All authoring language source code, and any other code required to complete the program, shall be included in the final deliverables.

(4) **USER INTERFACE**

The Contractor shall describe whether a touch screen, track ball, mouse, button(s) or other device(s) are to be used in the operation of the program. The Contractor shall provide model names, numbers, and manufacturer specification sheets of all recommended equipment needed for operation of the program. Alternatively, if these elements are known in advance, the Government may specify them as requirements of the Task Order.

(5) **NAVIGATION**

The Contractor shall describe the use of buttons, bars, icons, time outs, menus, pulldowns, or other navigational aids in detail. Attract sequences, time outs and default settings shall also be described.

B. **MULTIMEDIA PRODUCTION**

(1) **CONCEPTUAL WORK-IN-PROGRESS REVIEW**

The Contractor shall submit to the COTR for review a program disk or electronic submission, if appropriate, and supporting documentation which comprises a sampling of representative elements of the program. Enough of the structure and content should be completed to evaluate the validity of the approach and to determine if changes or modifications are needed to meet the project objectives.

(2) **FULLY OPERATIONAL REVIEW**

The Contractor shall submit, to the COTR for review and approval, a fully operational version of the final program and the equipment intended for installation. The project should be at a point in development where only very minor adjustments are necessary to complete the project.

C. **REVIEW AND APPROVAL**

At a minimum, the Contractor shall submit to the COTR for review and approval, a program disk or electronic transmission, as appropriate, and supporting documentation at the two critical milestones set forth above. Review and approval by the COTR will be in accordance with Section F of the contract.

D. **TECHNICAL SPECIFICATIONS**

(1) **GRAPHICS**

All graphics shall be in full color and shall be developed in at least 24-bit color.

(2) **FILE FORMATS**

Graphics shall be created in one the following file formats unless otherwise specified in the Task Order:

.PICT	Macintosh bitmapped graphics
.BMP	Windows bitmapped graphics
.TIF	TIFF file images
.PSD	Adobe PhotoShop file.

(3) **SCREEN RESOLUTION**

The screen resolution shall be 1024 x 768 x and at least 24-bit color depth, unless otherwise specified in the Task Order.

(4) **TYPOGRAPHY**

The Contractor shall create the fonts, leading, color, and backgrounds in such a manner to insure good legibility. Characters and symbols shall contrast with their backgrounds, either light characters on a dark background or dark characters on a light background. Shading, outlining, and underlining shall be used when appropriate to enhance legibility.

(5) **CAPTIONS**

The Contractor shall provide captions for all voice over narration and sync sound. The captions shall either be presented at all times or shall be selectable by the user, unless otherwise specified in the Task Order.

(6) **NPS GRAPHIC IDENTITY PROGRAM**

The National Park Service has developed a corporate identity program that includes guidelines for all public communications media. Multimedia programs designed and developed for the National Park Service shall maintain graphic consistency with these guidelines. Requirements for specific multimedia programs will be described in the Task Order. If no other specifications are given the only requirement is the use of the National Park Service Arrowhead and a short text at the end of the program. The Contracting Officer will supply both the Arrowhead and text at time of contract award. The National Park Service approved typefaces are NPS Rawlinson and Adobe Frutiger. The NPS Rawlinson will be provided as Government-Furnished Property. The Contractor shall purchase Adobe Frutiger, if needed. Both typefaces are Type 1 PostScript fonts.

(7) **AUDIO DESCRIPTION**

As described in specific Task Order.

(8) **ACCESSIBILITY**

All multimedia programs and web pages created by the Contractor must meet Section 1194.22, 1194.24 and 1194.25 of the Government Access Board's "Electronic and Information Technology Accessibility Standards" (Section 508 guidelines for government web sites). These guidelines may be reviewed via the Internet at www.access-board.gov/sec508/508standards.htm. These standards are incorporated into this contract by reference.

E. **DIGITAL VIDEO**

(1) **FILE FORMATS**

All digital video files shall be encoded, unless otherwise specified in the Task Order or approved Production Plan. They shall be provided in the following formats, after review and approval of the COTR:

- MPEG1
- MPEG2

(2) **REVIEW AND APPROVAL**

All digital video files are subject to review and approval by the COTR in accordance with Section F of the contract. Review and approval by the COTR will be five calendar days, unless otherwise specified in the Task Order.

(3) **PIXEL RESOLUTION**

At a minimum, all sequences shall be stored at 640 x 480-frame size.

(4) **FRAME RATE**

The frame rate shall be 30 frames per second, unless otherwise specified in the Task Order.

(5) **PLAYBACK CONTROL REQUIREMENTS**

VCR-like controls shall be available during playback of all digital video sequences. Video sequences shall run to their conclusion with time-outs deactivated. Upon completion of the sequence, the program shall return to the next level menu location. The VCR controls shall include the following features:

STOP	Stops running video Displays play button	Freezes on current frame Resets time-out
PLAY	Resumes running video Displays stop button	Hides play button Deactivates time-out
BACK-UP	Stops running video Resumes running video	Backs up 5 seconds
REPEAT	Stops running video Resumes running video	Searches back too first frame

F. **DIGITAL AUDIO**

All digital audio for video programs shall be created at a sampling rate of 48KHz, unless otherwise specified in the Task Order. Audio programs delivered on CD shall be created at 44.1KHz

G. **WEB SITES**

Web sites developed for the National Park Service will be hosted on ParkNet, the National Park Service web site, located at www.nps.gov.

Web sites shall be prepared in HTML (Hypertext Markup Language), or in languages compatible with HTML. The HTML pages developed shall be accessible via standard Netscape or Microsoft Internet Explorer version 4.0 or later Web browsers. The Contractor shall provide online access for review and approval stages of web site projects on an Internet-accessible development server in a private directory.

The Contractor shall use Web Safe color palettes, graphic elements, site navigation, and interactive components, which may include JavaScript, RealAudio or RealVideo, and Macromedia Flash as appropriate.

NPS INTERNET AND INTRANET PUBLISHING

All services provided by the Contractor shall comply with National Park Service "Director's Order #70: Internet and Intranet Publishing" (National Park Service, January 8, 2001). This document may be reviewed via the Internet at: www.nps.gov/helpdesk/do70.htm.

H. **MULTIMEDIA DELIVERABLES**

(1) **PROGRAM HANDBOOK**

All completed programs shall include two complete identical binders with a Program Handbook to fully document the structure, set up, operation, and maintenance of the program. The Program Handbook shall include a complete verified script and a flow chart of the completed program.

The Program Handbook shall also include a detailed description of all start-up and shut down procedures.

The Contractor shall deliver two identical completely operational Program Disks/CD-ROMs, unless otherwise specified in the Task Order.

(2) **PROGRAM SOURCE MATERIALS**

All materials used in the creation of this program become the property of the Government. All text, graphic, video, audio, and program files necessary for the modification, re-creation, and re-mastering of the program shall be delivered in their source media no later than 30 days after acceptance of the final program. Final payment will not be made until all deliverables are received and accepted by the Contracting Officer.

(3) **COMPLETION REPORT**

The Contractor shall submit a Completion Report before final payment will be made. See Section J, Attachment J of the contract for the Completion Report format.